



PROGRAM NEWS

This newsletter is updated periodically and is downloadable from <http://www.healthyfamilies.ca.gov>

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August 2005

A publication providing information and items of interest to California Healthy Families and Medi-Cal Enrollment Entities, Certified Application Assistants, families, and participating health plans.

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If you have a story idea you would like to share or comments about this newsletter, please contact us.

EE/CAA telephone
1-800-279-5012

Email
hfnnewsletter@maximus.com

Website
<http://www.healthyfamilies.ca.gov>

Help Improve Children's Access to Healthcare in California

Get involved with the Children's Health Initiative Process

Building on the Healthy Families Program (HFP) model, some California counties have pioneered the development of a nationally recognized model for expanding health coverage to the ineligible, uninsured children's population known as the local Children's Health Initiatives (CHI). The CHIs have established a vision and outreach message of health coverage for all uninsured children that are county residents. They have used a diverse mix of public financing

and private foundation support to fund the health coverage provided through the local CHIs. There are approximately ten active county CHI programs that currently have children enrolled and there are approximately forty-eight counties that are in some stage of researching, planning and/or developing a CHI program.

In the course of their efforts, counties and private foundations have identified infrastructure barriers as significant challenges for the forty-eight

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Children's Health Initiative Schedule of Events

Distribute program design issue paper to stakeholders	8/5/05
Distribute Letter of Intent packet to county representatives	8/5/05
Public meeting 10:00 a.m. – 3:00 p.m. Sacramento City Hall's Public Hearing Room	8/25/05
Deadline for written public feedback	9/6/05
Deadline for counties to submit the Letter of Intent form Can be submitted by mail or email (buyinprogram@mrmib.ca.gov)	9/6/05
Board meets for approval of program design model	9/28/05

Reimbursement for EE/CAAs is back!

As a result of recent budget approval from the State of California, all Enrollment Entities (EEs) active with the Healthy Families Program (HFP) will be able to receive a reimbursement for an approved HFP application or Medi-Cal for Children application. A reimbursement will also be provided for assistance with a successful HFP Annual Eligibility Review (AER.) The HFP and Medi-Cal for Children Programs have resumed reimbursements for applications and AERs received on or after July 1, 2005.

A \$50 reimbursement will be paid to active EEs for each successfully enrolled HFP/Medi-Cal program application, as long as the EE/CAA portion of the application is complete and valid. A \$25 reimbursement

will be paid to active EEs who assist families in successfully completing the HFP AER forms.

The EE number and all of the required information must be provided on

Section 9 of the HFP/Medi-Cal program application to ensure that your agency receives credit for the application. The HFP and Medi-Cal for Children application contains a section for EE and CAA information. The AER application also contains a section for EE/CAA information.

In order to receive the application assistance reimbursement, this section **MUST** be correctly and legibly completed. This means that every line must

be filled in with the appropriate information, including the correct date. You will need your EE/CAA numbers for the application assistance reimbursement payment. If you do not know your EE number, or need additional information, please contact the CAA HELP Line at 1-800-279-5012.

**The EE/CAA Help Line
1-800-279-5012**

Quick Reimbursement

A Complete and Legible Application Speeds the Process

The Healthy Families Program wants to make sure that we are able to process your reimbursement request as quickly as possible. To assist us with this, please ensure that the following information is clearly typed on each application (section 9 of the joint application and section 10 of the AER application):

Enrollment Entity (EE) number

Certified Application Assistant (CAA) number

Applicant signature and date

CAA signature and date

If any of the above information is missing, it may cause a delay in the reimbursement to the EE. Information that is written illegibly could also cause delays in the processing of the payment request.



Online Convenience: Check your payment status anytime

For your convenience, HFP has created an easy to use online system to provide you with the details on each of your application assistance payments. Payment Status Reports will be made available to all Enrollment Entities on a monthly basis through the Health-e-App website. To set up an account, contact the Health-e-App Help Desk at 1-866-861-3443. Staff are available to assist Monday through Friday from 8:00 a.m. to 8:00 p.m. and Saturday 8:00 a.m. to 5:00 p.m.

Access to the
Health-e-App Website
www.health-e-app.net

Health-e-App Help Desk
1-866-861-3443

(excluding holidays). In order to receive a paper copy of the monthly reports, each Enrollment Entity is required to fill out and mail a report request form to: Healthy Families: EE/CAA Liaisons 625 Coolidge Dr., Suite 100, Folsom, CA. 95630. Forms are available on the CAA Resources section of the Healthy Families Website at www.healthyfamilies.ca.gov.

Keep EE Status Current to Qualify for Reimbursement

In order to qualify for the reimbursement, your Enrollment Entity needs to be active with all necessary documents on file. If your registration has expired, you will need to complete the ITP and W-9 and submit with your license information. If you have received a letter requesting missing information to complete your Invitation to Participate, please return all requested documents so we can process your application as quickly as possible.

How to Request CAA Training *Web-Based and In Person*

The Healthy Families Program (HFP) is responsible for coordinating training efforts for new and existing Certified Applicant Assistants (CAAs) throughout the State. Web-based training is available 24 hours a day, 7 days a week. CAAs don't have to wait for a class to be scheduled in their area. This web-based course allows CAAs to be trained anywhere throughout the State on their own schedule. To register for training, you must be affiliated with

an Enrollment Entity (EE). Once you have identified the EE you wish to be affiliated with (and signed the appropriate forms), the staff at the EE/CAA Help Line will ask you to submit a CAA Agreement. Once the CAA Agreement is completed, fax it with a cover sheet including your work phone number, work address, and email address to: EE/CAA Liaisons at (916) 673-4500. As soon as the EE/CAA Liaisons receive your CAA Agreement, they will send you a registra-

tion letter and web-based training link.

HFP also provides face-to-face training through Master Trainers. The Master Trainers are available to provide training to Health Plan staff and staff of community-based organizations. If you have questions on how to get in contact with the Master Trainer, please contact the EE/CAA Help Line at 1-800-279-5012 between 8:30 a.m. and 5:00 p.m. or send an e-mail to eeccaaiaison@maximus.com.

School-Based Outreach: *Connecting Kids to Healthcare*

Connecting Kids to Healthcare Through Schools (Connecting Kids or CK), is designed to enlist the active participation of key organizations, agencies, and associations in promoting affordable healthcare coverage for children.

In California and nationally, schools have proven to be one of the most effective ways of referring and enrolling uninsured children into healthcare coverage programs. Conducting healthcare coverage outreach through schools is a common sense, high-impact strategy. Schools are where the kids are! Schools provide many opportunities for outreach through existing services provided to children such as the National School Lunch Program, health services, school-based clinics, and school nurses. These services provide a great opportunity to inform families about available healthcare coverage. Further, because parents tend to trust school representatives and the information they offer, hearing about the State's low-cost and no-cost healthcare coverage programs from

school representatives may diminish the stigma often associated with receiving public benefits.

One of the most successful elements of Connecting Kids has been the distribution of the Request for Information Flyer (RFI) form. The RFI form provides information about children's health coverage programs and asks parents if they would like to receive additional information. The form may be returned directly to the school or to a centralized statewide administrator. CK can customize the RFI form to suit local needs and assist your outreach efforts. The RFI form can be requested in multiple languages and the needed quantities to facilitate local, school-based outreach efforts. Upon receipt of a completed form, the parent will be mailed a joint Healthy Families/Medi-Cal for Children application. To request RFI forms, please use the parent information form which has been distributed to schools, school agencies, and community-based organizations through an annual mailing done by the California Department of Educa-

tion and CK. If you have not received one of these forms, visit the CK website at www.connecting-kids.com. Our common goal is to ensure that California's children grow into knowledgeable, competent, healthy adults who can reach their full potential. CK is funded by the David and Lucile Packard Founda-

tion in partnership with the Public Health Institute and the Managed Risk Medical Insurance Board. Should you wish additional information on the Healthy Families or the Medi-Cal for Children programs, please call the CK program at 1-800-670-4567.

What Can You do to Help?

Together we have the potential to assist approximately 500 thousand uninsured children that are eligible for Healthy Families and Medi-Cal programs. You can play an important role in helping parents gain access to affordable healthcare coverage for their children. Here are some ways you can help:

•Distribute the "Good News About Health Coverage" (RFI) flyer to parents of children involved in your programs. Flyers are available in many different languages.

•If you are unable to duplicate large quantities, bulk print orders are available through our program. CK will also provide you with copies of the RFI form, customized with your programs contact information.

•If you need assistance with ordering the form, or would like to customize your order form, please contact the CK program by calling the toll free number 1-800-670-4567 or visit the CK website to download forms at www.connecting-kids.com.

•Promote Healthy Families and Medi-Cal for Children by posting or distributing the popular Benefit and Eligibility flyer. This flyer is available in English and Spanish. Promotional items may also be available for use at health fairs, back-to-school nights, and parent teacher conferences. Please contact CK to check availability.

Back-to-School 2005: California Events

The most populated state in the country kicked off a Back-to-School Campaign with a press conference in Los Angeles on August 10. Local leaders, celebrities and athletes joined forces to bring attention to Medi-Cal for Children and Healthy Families (California's Medicaid program and SCHIP). Invited speakers included community leaders, television personalities and soccer players from the Los Angeles Galaxy and Chivas USA. In southern California, the Galaxy and Chivas will designate a day in September as "Children's Health Care Coverage Day." In Northern California, the San Jose Earthquakes will declare the same on September 10th.

By working with local youth soccer teams to distribute information about Healthy Families and airing public service announcements in its stadium, the Earthquakes will reach many families who may not have otherwise heard valuable eligibility information. In addition, coalitions will organize numerous outreach events and activities throughout August and September, including holding seminars for parents about Medi-Cal for Children and Healthy Families at each of the 23 schools in the

Sweetwater Union High School District; providing enrollment information to all the children enrolled in Head Start and Early Head Start in Hoopa, and hosting a Healthy Kids Family Fun Fest incorporating Covering Kids & Families education and outreach during a family-friendly outdoor event in Richmond. For more information about these and other events throughout the State, visit <http://coveringkidsandfamilies.org>.

Back to School Event Information

coveringkidsandfamilies.org

Long Beach Department of Health and Human Services Trusted HFP Partner through the Years

The Long Beach Department of Health and Human Services Medi-Cal Outreach Program is one of the most active and successful Enrollment Entity in southern California. It began providing CAA service to HFP applicants as early as 1998. Currently, the most active CAAs include Anthony Ly, Jose Millan, Susan Ton, Annette

Montero, Rumeny Khut, Sarah Covarrubias, Yesica Bravo and Youphon Yen. The department assists about 100 HFP applicants every month out of their office at 3820 Cherry Avenue in Long Beach. They have participated regularly in HFP trainings, including the new online training. For more information about the Long Beach Department of Health and Human

Services Medi-Cal Outreach Program, please call their primary phone number (562) 570-7979.



Children's Health Initiative

(Continued from page 1)

counties attempting to implement a CHI program. Some counties lack either the administrative and/or health coverage infrastructure necessary to implement a CHI or find the potential costs of developing the infrastructure is prohibitive. Assembly Bill 131 authorized the Managed Risk Medical Insurance Board (MRMIB) to establish a County Buy-In Program to assist in the development of local CHIs. Earlier in the month, MRMIB distributed a program design issue paper to stakeholder groups and the general public for

review and written feedback. The purpose of the program design issue paper is to present potential design options for the County Buy-In Program. The Buy-In Program would allow counties to use the existing HFP administrative and health coverage model. It would assist some counties with limited or no local infrastructure to "buy in" to the HFP model instead of expending valuable human and financial resources in developing and maintaining a county-run HFP look-a-like model. MRMIB is providing the opportunity for public

Notice of Correction

From time to time, the newsletter will print something that needs a correction. If you spot a mistake that should be addressed, please contact:
hfnewsletter@maximus.com

comment on the potential design options for implementing the Buy-In Program. MRMIB will conduct a public meeting on Thursday, August 25, 2005, to facilitate public discourse on the program design. Written comments on the program design will be due to MRMIB on September 6, 2005, two weeks after the meeting. Also, a Letter of Intent form is being sent to counties to identify the number interested in participating in the County Buy-In Program. MRMIB will only accept Letter of

Intent responses from authorized county representatives and only one per county. The non-binding Letter of Intent form is also due to MRMIB on September 6, 2005.

If you have any questions regarding CHIs and the public feedback process, please contact Ernesto Sanchez, MRMIB Special Projects Section Manager, Eligibility, Enrollment & Marketing Division at (916) 327-6563 or esanchez@mrrib.ca.gov.

Contribute to the Healthy Families Program News

This newsletter is only as good and useful as the information we receive. If you have a story idea, correction, or concern about anything you read in this newsletter, please don't hesitate to contact us at:

hfnewsletter@maximus.com

Please try to keep story submissions brief and related to the California Healthy Families or Medi-Cal for Children Programs.

When is the best time to call?

Applicants looking to receive the fastest access to the HFP Call Center (1-866-848-9166) should try calling during non-peak times:

Good.....Weekdays after 11 a.m.
Better.....Weekdays after 6 p.m.
Best.....Saturdays 8 a.m. to 5 p.m.



The Call Center is open:

Monday through Friday from 8 a.m. to 8 p.m.

Saturday from 8 a.m. to 5 p.m.

Important Reference Information

Must-Have Contact Numbers and Websites

Medi-Cal and Healthy Families (Single Point of Entry) Information Line

1-800-880-5305

Monday through Friday, 8:00 a.m. to 8:00 p.m.

Saturday, 8:00 a.m. to 5:00 p.m. (Closed Sunday)

Applicants may call this number to:

- Ask specific questions about joint mail-in applications
- Request an application or apply by phone
- Check the status of an application

Medi-Cal for Families and Healthy Families Outreach Information Line

1-888-747-1222 or email: HealthyFamilies@MAXIMUS.com

Monday through Friday, 8:00 a.m. to 8:00 p.m.

Saturday, 8:00 a.m. to 5:00 p.m. (Closed Sunday)

Anyone may call this number to:

- Ask general questions about the Medi-Cal and Healthy Families Programs
- Request an application
- Find a CAA in their area

Healthy Families Membership Line

1-866-848-9166 or email: HealthyFamilies@MAXIMUS.com

Monday through Friday, 8:00 a.m. to 8:00 p.m.

Saturday, 8:00 a.m. to 5:00 p.m. (Closed Sunday)

Healthy Families subscribers may call to:

- Ask questions about their Healthy Families coverage
- Report a change of address
- Report changes in family size
- Add a child to Healthy Families
- Register an AIM linked infant

EE and CAA Help Desk Line

1-800-279-5012 or email: ee-caalialison@MAXIMUS.com

Monday through Friday, 8:30 a.m. and 5:00 p.m. (Closed weekends)

CAAs and others may call this number to:

- Find out about CAA training
- Update their registration information
- Ask basic questions regarding eligibility

Healthy Families Website

<http://www.healthyfamilies.ca.gov>

Anyone may use this website to:

- Research general questions about the Medi-Cal and Healthy Families Programs
- Download a copy of the joint application
- Find a CAA in their area

Health-e-App Help Desk

1-866-861-3443 or email: HFHeA@MAXIMUS.com

Monday through Friday, 8:00 a.m. to 8:00 p.m.

Saturday, 8:00 a.m. to 5:00 p.m. (Closed Sunday)

Health-e-App Users may call to:

- Establish accounts (EEs may do this)
- Ask questions about HeA
- Report any problems using HeA
- Reset expired passwords

Access for Infants and Mothers (AIM) Website

<http://www.aim.ca.gov>

Anyone may use this website to:

- Research general questions about the AIM Program
- Download a copy of the AIM application

Welcome New Certified Application Assistants!

Maria Abarca
Monika Alarcon
Judy Allen
Jennifer Ammon
Sarah Anderson
Samantha Anderson
Clara Arellano
Katherine Arroyo
Antoinette Ascencio
Erik Banados
Andres Batta
Amy Becker
Darray Becker-Smoger
Melody Boberg
Leisa Bramblett
Patricia Bravo
Leslie Burke
Silvia Casas
Noemi Casillas
Jorge Castro
Julie Chen
Libia Clarke
Marina Cortez Hash
Laura Crenshaw
Herminia Curiel
Herminia Curiel
Jessica Dawson
Damaris De La Torre
Tayischa Deldridge
Diana Derry
Justin Dinh
Colette Dupont
Candie Duran
Gina Edens
Gissel Garcia
Karla Garcia
Daisy Garcia
Jeff Garner
Lorena Garrido
Enna Gasca
Brian Giles
Alma Gonzalez
Shelly Hanna
Kristin Haukom
Sandra Heredia
Lorraine Hernandez
Gabriel Kendall
Mohammad Khairuzzaman
Judith Kimbrough

Stacey Kolsrud
Cathy Shiao-pin Kou
Lisa Krogh
Kip Lambel
Maribel Landeros
Mary Lee
Amy Lee
Virginia Lewis
Xi Yan Li
Connie Liu
Phuong-Ngan Luong
Cruz Macias
Blanca Magana
Rita Mariscal
Marisa Marquez-Arellano
Aracely Martinez
Kathleen McCall
Jo McGreevy
Brooke McIntyre Tuley
Tangie Mcmillian
Jose Millan
Isela Montano
Rebecca Morris
Thuy Nguyen
Ana Olaya
Amparo Pachas
Claudia Perez
Luz Ramirez
Rosyo Ramirez
Patricia Reynoso
Jessica Robledo
Ariana Robles
Norma Romero
Pedro Rosa
Walter Rountree
Claudia Ruvalcaba
Anna Salmeron
Christina Sanchez
Veronica Sanchez
Adriana Sanchez
Maria Sandoval
Hayato Shimada
Huei Woan Shu
Lidia Sirotka
Amy Smith
Kelly Swaim
Brian Tang
Tina Taylor

Ingrid Texidor
Jamie Tobias
Leonor Valdez
Anna Vargas
Josefina Vettorazzi
Patti Villarreal
Michael Wang

Michael Wang
Kalyan Westley
Jimmy Wong
Chong Yang
Koua Yang
Nora Zermenio

Welcome New Enrollment Entities!

Families In Self Help
Adam Novak Office
May Wang Insurance
Services
Alfredo Ceballos, M.D.
America Place
Austin Hernandez
BK Financial Service
Charles H. Searer
Chenyin Chen
Chi Huu Phung, M.D.
Clinic of Angels
Colette Marie Dupont
Don Ariosto Insurance
Services
Dublin Insurance Services
Singh Insurance Agency
FTF Insurance Services
GT Insurance Agency
Healdsburg District Hospital
IP LAU
Joanne Zheng
Justin Dinh
King Medical Supply
Legal Aid Society of San
Mateo County
Leslie Cuellar
Lincoln Heights Family &
Industrial Medical Clinic
Loma View Pediatric
Medical Clinic
Lutheran Social Services of
Southern California
Maitthre Vihara Buddhist
Meditation Center

Michael Wang
Michelle Mather
MJ Insurance
Modoc County Public Health
Moorpark Simi Valley NFL
Boys & Girls Club of Simi
Valley
New Haven Unified School
District
OCCC
OJ Kown, DDS
Ping Yi Insurance
Purple Rose
Roberts Family Development
Center
Roy R. Chao
Santa Rita Medical Center
Shanshan Liu
Shirin Nourollah
Simeon Lopez
Sincere Insurance Agency
Sonoma Plaza Pediatrics
Medical Group
St. Thomas Medical Clinic
T.J. Chiang Insurance
Agency
Tang, Brian
Tems Pediatric
Tracy Dong
Vida Da Salud Hispana
Walter J. Rountree
Westside Family Health
Center
William Koier
Xiao-Hong Liu